

Annual Report

2010-2011





Message to the Community

We are pleased to present the 2010/11 Annual Report highlighting accomplishments from the past year, and goals for the year ahead.

Our Town government is committed to providing high quality services and facilities that support the exceptional quality of life offered in Danville while building upon our unique small town character through addressing the following priorities:

- Public safety
- Well-maintained community appearance
- Enrichment and recreational opportunities for all Town residents
- Upholding high planning standards
- Transportation planning and traffic safety
- Economic vitality and growth
- Providing an active voice on regional issues affecting Danville
- Hosting Town-wide special events
- Fostering vital partnerships

Navigating the ongoing economic climate and the State of California's significant ongoing budget deficit is a challenge that the Town continues to meet. Danville's historically strong property values have experienced some decline over the past three years. However, the degree of decline has been considerably less than the countywide average, and Danville remains a highly desirable place in which to live and work. Other local economic indicators, including retail sales and building permit activity, have begun to rebound over the past year.

Over this time, the Town has been able to maintain consistent service levels while avoiding the need for significant reductions. The fiscal outlook continues to be positive and ten-year forecasts show that Danville is holding to a course that is fiscally sustainable for the long term.

Conservative fiscal management is reinforced through effectively controlling municipal costs. Per capita service delivery costs are kept low through: focusing on core areas of service delivery; effectively partnering with other agencies, service providers and non-profits; contracting certain services in order to create greater fiscal flexibility; and maintaining minimum staffing levels while avoiding long-term pension and other unfunded liability costs. The Town continues to maintain healthy reserves to provide a hedge against economic downturns, natural disasters, emergencies and other unforeseen circumstances such as State raids of local government revenues.

Danville's approach to service delivery will continue to emphasize: maintaining a clear focus upon the highest community priorities; maximizing operational flexibility for how services are to be delivered; and having strategies in place to facilitate adjustments when unanticipated change occurs.

We invite you to take time to review this report. Danville is a special place to live, work and play because of the active involvement of its residents. We encourage you to become involved through your neighborhoods, schools, places of worship, or service clubs. Familiarize yourself with your Town government by visiting the Town website at www.danville.ca.gov, attending a Town Council meeting, volunteering in a Town program, or applying for a Town Commission or Board. We look forward to working with you to keep Danville special.

Respectfully,
Mayor and Town Council

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On the cover: Railroad Plaza features a mosaic tile design created by local artist, Rachel Rodi. *Insets, left to right:* Shop Local, photo by Jude Mooney; Railroad Plaza construction; Memorial Day Observance.

Photo by
Paige Green

Council Highlights

Community Members Honored at Annual Awards Event

Danville's 29th annual Mayoral Installation and Community Service Awards ceremony was held at the Community Center on December 7, 2010. Karen Stepper and Robert Storer were sworn in for another four-year term of office. Mayor Mike Doyle handed the gavel to Karen Stepper, who was selected to serve as Mayor for 2011. Candace Andersen was selected as Vice Mayor. The Town Council recognized and honored the following individuals and organizations for their contributions to the community:

THE DANVILLE AWARD—The Town Council honored **Jim and Christine Edlund** for their volunteer efforts benefiting the Danville business community.

Parks & Leisure Services Commission Volunteer of the Year Award:

George Momaney—For contributing his time to the Town's weekly Senior Bocce program.

Arts Commission Volunteer of the Year Award: **Gary DeAtley**—For years of volunteer service in Danville related to cultural facilities and art programs.

Town Volunteer of the Year Award:

Katie Wesselschmidt—For volunteering with the Village Theatre Art Gallery during its inaugural year.

AWARDS OF MERIT

Katie Steinway and **Brandan Tang**—For volunteering their time and energy serving youth and families through the Town's Recreation Services program.

Marcia Harmon—For her successful leadership of the Discover Danville Association and the Danville merchant community.



Jim and Christine Edlund.

Dana Wilke—For water conservation efforts in developing an initiative to encourage Danville restaurants to serve water to patrons only upon request.

Cynthia Ruzzi, Darlene Gayler, Tracy Bauer—For founding Sustainable Danville and educating the community on environmental issues.

Bob Ferrero and **Mike Zumbo**—For their support of the Danville Police Department Canine Program.

Herman Rellar—For generously volunteering with the Danville Police Department for 24 years and donating over 10,000 hours of time and commitment.

Joe and Edie Farrell—For their community and volunteer work in educating residents on Sudden Cardiac Arrest, CPR and working toward the installation of Automated External Defibrillators in Town.

Maddie's Fund (David Duffield)—For supporting Police Department outreach efforts in the community through funding the purchase of the Ford Mustang vehicle used for school programs and by funding the School Resource Officer (SRO) at Monte Vista High School.

ARCHITECTURAL AWARDS—The following properties were recognized for Outstanding Architectural Design: Village Theatre, 233 Front Street; Rakestraw Books, 522 Hartz Avenue; and 345 Hartz Avenue, Fjeld Family owners.

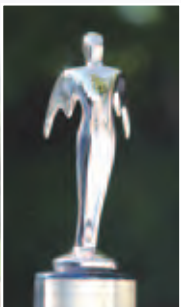
MICHAEL K. SHIMANSKY COMMUNITY SERVICE AWARD—The Shimansky family honored **Sarah Dittmore** for her volunteer efforts to raise funds to help poor villages in Africa.



Town receives awards for Dog Park and Traffic Safety Videos

The Town's excellence in maintenance practices at the Canine Corral Dog Park was lauded in 2011 when *diablo* magazine named the dog park at Hap Magee Ranch Park as Best of the East Bay 2011.

The Town was also selected—out of nearly 11,000 entries from all 50 states and five continents—as a Bronze Winner at the 32nd Annual Telly Awards for production of traffic safety videos for elementary school students. These awards honor the very best local, regional, and cable television commercials and programs, and the finest video and film productions.



HeartSafe Community Recognition

Danville and the San Ramon Valley have been designated as a HeartSafe Community in Contra Costa County. This designation is earned by achieving "Heartbeats" (points) for prevention, training and treatment programs for victims who suffer sudden cardiac arrest (SCA).

In the past year, staff and volunteers have trained over 1,000 citizens in compressions-only CPR. This commitment by citizens to learn how to save a life is just one way residents can become more involved in preparing for emergencies and disasters. Training has occurred at schools, community centers, special events and neighborhood gatherings. To learn more about a HeartSafe Community, visit www.cchealth.org

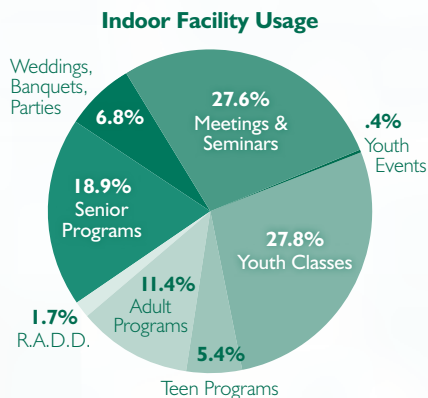


Top: Sarah Dittmore.
Bottom: HeartWalk event.

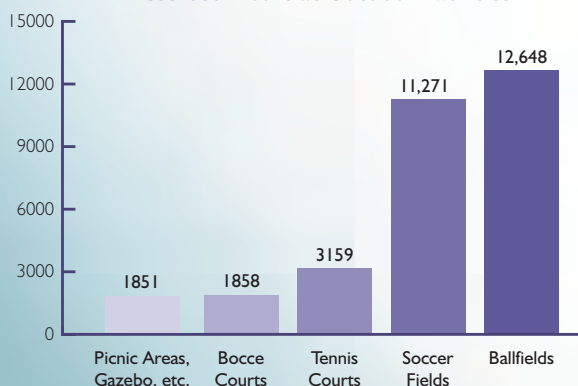
Serving the Community

Town Provides Community Access to Indoor and Outdoor Facilities

During the past year, the Town's nine community buildings were reserved for 12,286 hours of use. Of that use, about 35% was utilized for community meetings, seminars, weddings, and parties. In addition, there was 30,786 hours of outdoor facility use by families and community groups with the most significant use by youth sports leagues.

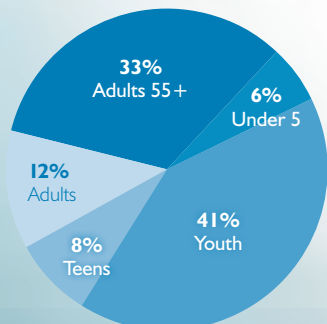


Reserved Hours at Outdoor Facilities



Recreation Participation

The Town of Danville provided over 164,000 hours of recreation programs and events to the community during the 2010/11 fiscal year. Over 70% of the participation was in programs for youth ages 5 to 12 and senior citizens over the age of 55.



Senior Sneaker Trips Help Seniors Explore the Bay Area

The ever-popular Senior Sneakers trip program continues to expose local Seniors to varied locations and experiences throughout the Bay Area and beyond. During the 2010/11 fiscal year, 1,273 resident senior citizens participated in this popular program. With a wide array of trips including theatre shows like *Billy Elliott*, the *deYoung Museum*, and *Cache Creek Casino*, the Town offers programs appealing to a senior population with diverse interests.

The Danville Library

The Danville Library, with a circulation of 410,878 and 90,224 items in the collection, provided a valuable service to the community this past year. Some of the highlights include:

- Received a \$5,000 "First 5 Family Friendly Community" grant to build an early literacy nonfiction collection for children ages 0–5.
- Received a \$600 grant from Kiwanis of the San Ramon Valley to fund the Paws to Read Literacy program where children grades 1–5 can develop and practice their literacy skills by reading to certified therapy dogs.
- Collaborated with the Blackhawk Plaza to co-host a KidsReads Launch Party to kick off the 5th Annual Danville–San Ramon KidsReads event.
- Hosted the 7th Annual Danville–San Ramon CityRead event, featuring Captain "Sully" Sullenberger's autobiography *Highest Duty*.
- Coordinated a Teen Advisory Board to assist the library in expanding the teen collection, plan young adult programs, and improve teen services.
- Promoted a large number of unique volunteer library programs.
- Expanded the growing Spanish Language and Chinese Language book collection as well as a new foreign film DVD section.

Collective Efforts Promote Public Safety

The Danville Police Department consists of a team of dedicated police professionals who work tirelessly to enhance community safety in Danville. These efforts are bolstered by a team of reserve officers and volunteers who have proven to be a critical part of our success. Their collective efforts to maintain the outstanding quality of life Danville residents enjoy is a great source of pride for the Town.

During the 2010/11 year, Danville officers responded to 24,669 calls for service, conducted 5,690 traffic stops, issued 3,519 citations and made 437 arrests. A total of 569 Part 1 crimes were reported, including 5 aggravated assaults, 8 robberies, 204 burglaries, 317 thefts, 26 auto thefts, 3 arsons, and 1 rape. There were no homicides this year.

In addition, officers investigated 200 traffic collisions and made 177 arrests for driving under the influence (DUI). Of the reported collisions, 3 involved a vehicle versus pedestrian, 14 involved a vehicle versus bicycle, and 19 were DUI-related. Two fatal vehicle accidents were reported in Danville in 2010/11.

The Town is committed to keeping its students safe and the School Resource Officers (SROs) continue to be a positive presence in Danville schools. The School Resource Program works closely with the San Ramon Valley Unified School District and the community to enhance student safety.

The program consists of one sworn officer at San Ramon Valley and Monte Vista High Schools and a non-sworn School Program Coordinator (SPC) who serves at middle and elementary schools. They offer educational programs and resources to families, parent groups and schools related to positive youth development and appropriate behavior.

The SROs and SPC deal with intervention and, when necessary, specific issues and crimes throughout the community that involve middle and high school-aged youth and their parents. They also administer a juvenile diversion program which allows an alternative when dealing with first-time offenders.

The Police Department now has a Crime Prevention Specialist (CPS) who tracks crime trends in the Town and provides the information to officers during routine patrols and special operations to better combat crime.

In an effort to mobilize and educate the community the Police Department has begun a community crime-mapping program called "CrimeReports." Residents can access it either through the Town's website www.danville.ca.gov or directly through www.crimereports.com.

Maintaining the Town

Maintaining Danville's public facilities and overall community appearance is a high priority for the Town. Maintenance Services are largely funded through a Town-wide Lighting and Landscape Assessment District (LLAD) which was formed shortly after the Town incorporated.

Lighting and Landscape Assessment Districts are authorized by state law to provide for ongoing maintenance of landscaping, street lighting, parks and related facilities. Individual property assessments are based upon the use and size of a property, level of benefit received, and the number of parcels within a particular benefit zone.

Danville's LLAD funds 50% of the maintenance costs associated with 198 acres of parks and 98,000 square feet of buildings, 100% of the maintenance costs associated with 60 acres of arterial roadside and median landscaping, and a portion of the maintenance costs and 100% of the utility costs associated with over 3,200 Town street lights. In the past year, the LLAD has also funded selected landscape renovation projects.

The LLAD is necessary because the Town incorporated after the passage of Proposition 13 in 1978, and receives only 7.7% of the total property taxes paid by Danville property owners. The remaining 92.3% of property tax revenues generated within the Town are shared by approximately 20 other taxing entities that provide local, countywide and regional service.

Pursuant to Proposition 218 passed by voters in 1996, LLAD rates may only be increased through a vote of affected property owners. The current LLAD rates have been in place since 2003. Expansion of the acreage and facilities being maintained, as well as increases in utility and maintenance costs, have resulted in LLAD revenues no longer being able to fully support District costs. As a result, by 2013, it will be necessary to ask property owners for a rate increase in order to bring LLAD revenues in line with service costs and avoid reductions in service levels.

Left: Danville Police Sgt. Jack Seidman (left) confers with Crime Prevention Specialist Mike Wells.

Right: New LLAD roadside landscape areas developed on Camino Tassajara.



Major Accomplishments

Street Smarts Activities

In 2010/11, all three core Street Smarts programs continued to grow at each grade level:

- **In its 7th year, the Elementary School “Storybook” Poster Contest** drew 604 poster submissions, a 45% increase from prior years. Students illustrated pages of a storybook, *Mr. Bottle’s Zoo*, all about the fun of walking or biking (rather than being driven) to school. Over 600 awards ceremony attendees packed into the Dougherty Valley Performing Arts Center. Tori Campbell, KTVU Channel 2 morning news co-anchor, served as Master of Ceremonies.
- **The Middle School “Be Reel” Video Contest** received 91 video submissions that demonstrated how “Walking and Biking to School Together is the Cool Thing to Do.” Finalists were screened at a May 18, 2011 awards ceremony, held at Danville’s Village Theatre. First place was awarded to a team that produced “Soaring to Safety” from Windemere Ranch Middle School.
- **The “It Happens” Campaign** rotates between the School District’s high schools and, in 2010, Dougherty Valley High was the featured school. Designed as a “hear it from your peers” campaign, seven reality-based webisodes capture teens recounting real life stories of heart-pounding near-misses. Each of these real-life incidents involving Dougherty Valley teens were produced and played at Dougherty Valley High School reaching 1,670 students.

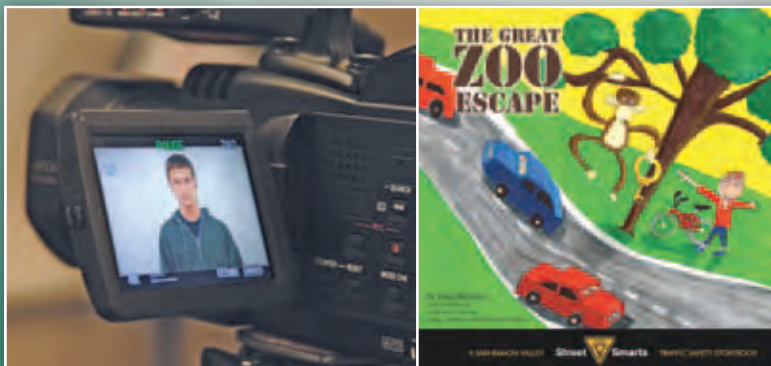
Moving Forward into the Digital Age

The Town of Danville continues to explore methods for improving and increasing communication with residents. Implementation of an Information Technology Master Plan is laying the groundwork for more of the Town’s business to be conducted online.

One such method of improving ease of access to Town information was changing the Town’s website address. In 2010, the address was changed to the much simpler www.danville.ca.gov.

Another way of bringing Town information to residents through digital means was implementation of online video hosting. Videos of the ongoing work at the Veterans Memorial Building have already been uploaded, showcasing the work on this exciting project. In addition, when the Mayor meets with constituents during the monthly “Morning with the Mayor” program, the event is recorded and posted online within a few hours for those unable to attend.

In the coming year, the Town will be taking a big step forward by incorporating social media into its communication efforts. Residents will be able to get regular updates on Town activities, programs and events through Facebook, as well as having the ability to sign up to receive similar notifications via Twitter. For more information, visit the Town’s website at www.danville.ca.gov.



Left to right: “It Happens” Webisode filming; “The Great Zoo Escape” storybook; Peyton DeLaney at the 2011 poster contest ceremony.
Top of page: 2011 Street Smarts video contest award winners.

Volunteers Provide \$100,000 Worth of Support to Town Programs and Events

The Town of Danville is very fortunate to have active and energetic residents, many of whom are quick to lend their time and talent volunteering on a number of Town events and programs.

Over 1,400 volunteers, which include senior citizens, families, and middle school students, provided 9,877 hours of service, translating into approximately \$100,000 worth of support for the Town.

One example of the amazing efforts is the 68 volunteers who provided 1,875 hours to support the Danville Police Department. These volunteers are utilized in a variety of activities which otherwise would need to be staffed by a sworn officer or administrative staff member. The Town thanks all its dedicated volunteers for their assistance during the past year.

'Once Upon a Book' Draws Kids and Parents to Gallery

In its second season since completion of major renovations, the Village Theatre Art Gallery hosted exhibitions in a variety of media, including glass, printmaking, and mixed media sculpture. In fall 2010, the Gallery hosted "Once Upon a Book: The Fine Art of Children's Book Illustration." Featuring 14 highly regarded illustrators, the three-month exhibition included several Saturday events where children could dress up as their favorite storybook character, listen to storytelling by featured authors and learn how to make a pop-up book. Over 300 local children attended the exhibit, either through the Saturday events or school-sponsored field trips.

Other featured exhibitions in 2010/11 included *Twisted-Chiseled—Fired: Invitational Sculpture Exhibition*, *Finding Balance: Glass Art in the Bay Area*, and *Telling Tales and Mixing Metaphors*. Each exhibit includes opening receptions, book signings, artist discussions, and workshops.

Sentinels of Freedom—Operation Welcome Home

Since March 2004, the Town has welcomed home Danville residents from their military service or graduation from military academies to commemorate their commitment and service. In 2010/11, banners flew and cheers rang out to offer a hero's welcome to the following young Danville patriots as part of "Operation Welcome Home:"

Brendon Antrea, USN

Kevin Patrick Bradley,
USN (2nd recognition)

Joshua Corral, USMC

Jordan Thomas Dorrance,
USMC

Sean Francis Gannon, USN

Ian Anthony Jump, USMC

John Mitchell Lapin, IV,
USMC

Matthew R. Mahoney,
USMC

Sean P. Mahoney, USMC

Paul Nawrath, USMC
(2nd recognition)

Curt Olson, USN

Jonathan "Jon" Ratkus, USN

Pete Ryan Sullivan, USA

Kevin Swain, USA

The Town is committed to honoring and welcoming Danville service men and women home. Since inception of the program, the Town Council is proud to have honored 68 returning military men and women.



Above:
Eggstravaganza
volunteers.
Left: Reception
for Finding
Balance: Glass
Art in the
Bay Area.



RDAs Threatened by State Budget Maneuvers

As the State of California once again tries to balance its budget, one proposal put forward involves the elimination of local redevelopment agencies (RDAs) throughout the state. This has prompted discussions statewide regarding the merits of redevelopment as a means of improving communities and stimulating economic development.

Redevelopment is a process authorized by the State Constitution providing local governments the tools necessary to assist the private sector in revitalizing blighted areas in their jurisdictions.

In Danville, the RDA has had a strong, beneficial impact. Over its 25-year history, Danville's Community Development Agency has invested \$53 million on several improvements. Some of these include:

- Extension of Railroad Avenue from Linda Mesa to Danville Boulevard.
- Construction of the Danville Library and Community Center.
- Acquisition and renovation of the Village Theatre and Town Meeting Hall.

These improvements have significantly shaped the character of the downtown and, just as importantly, served as a catalyst for private reinvestment throughout Danville.

Special Events



Throughout the year, the Town of Danville and a wide array of community service organizations host special events which serve as community celebrations that enrich the quality of life for residents, promote a strong sense of community, and enhance the local economy by attracting approximately 160,000 participants each year.

2010

JULY

The Fourth of July Parade sponsored by the Kiwanis Club of the San Ramon Valley, the first and second of the Town-sponsored *Music in the Park* series, *Summer Serenade—Shop Local Event*, sponsored by the Discover Danville Association, *Hot Summer Nights Car Shows* sponsored by the Danville Merchants Association, and the Town-sponsored *Family Campout at Oak Hill Park*

AUGUST

The third and fourth of the Town-sponsored *Music in the Park* series, *Hot Summer Nights Car Show* sponsored by the Danville Merchants Association, *Summer Fest—Shop Local Events* sponsored by Discover Danville Association and the *Wine and Art Stroll* sponsored by the Discover Danville Association

SEPTEMBER

Antique and Art Faire sponsored by the Discover Danville Association, *The Eugene O'Neill Festival* sponsored by the Eugene O'Neill Foundation and the *Danville D'Elegance* car show sponsored by The Parkinson Institute and Christie James Jewelers

OCTOBER

Primo's Run for Education sponsored by the San Ramon Valley Education Foundation, *Art in the Park* co-sponsored by the Town and Alamo/Danville Artists' Society, the *Danville Fall Craft Festival* sponsored by the Danville Area Chamber of Commerce, the Town-sponsored *Children's Fall Fest*, and the *Danville International Children's Film Festival* co-sponsored by the Town and the California Independent Film Festival Association

NOVEMBER

Veterans' Day observance sponsored by the Veterans Task Force, *The Spirit of Danville—Holiday Shopping Event*, sponsored by the Discover Danville Association, and the holiday *Lighting of the Old Oak Tree* sponsored by the Danville Area Chamber of Commerce

DECEMBER

The Mayoral Installation and Community Services Awards and the Town-sponsored *Elf Workshop*



Above: 4th of July Parade.
Below: Hot Summer Nights.
Photos by Paige Green



Spirit of Danville.
Photo by Kevin Wong

FEBRUARY

Town-sponsored
Annual Recreation Expo

APRIL

Town-sponsored
Spring Eggstravaganza,
Town-sponsored
Lend A Hand Day,
Town-sponsored
Trail Mixers (April
through December)

MAY

The *Devil Mountain Run* benefiting Children's Hospital,
Memorial Day Observance sponsored by the Vietnam Veterans of Diablo Valley, Town-sponsored
Senior Health and Fitness Day, *Spring Chocolate & Wine Stroll* and *Doggie Night* sponsored by Discover Danville Association

JUNE

The *Danville Fine Arts Faire* sponsored by the Danville Area Chamber of Commerce, Town-sponsored
Moonlight Movies on the Green (June through August),
Town-sponsored
Family Fun Night

YEAR-ROUND

Farmers' Market on Saturdays from 9:00 a.m. to 1:00 p.m. sponsored by the Pacific Coast Farmers' Market Association



Spring
Eggstravaganza.



Senior Health
and Fitness Day.

CERT Community Drill

On April 30, 2011, Community Emergency Response Team (CERT) members from throughout the San Ramon Valley participated in the third in a series of area-wide Communications Drills. The drill is designed to give members of the CERT program an opportunity to hone their skills and test their preparedness in the face of an emergency situation. The drill involves a simulated earthquake event where CERT members were instructed to respond as though the event caused major damage throughout the area.

Dozens of CERT personnel from Danville, San Ramon, Alamo and other areas of the Valley roamed through neighborhoods wearing their green vests and helmets. The teams conducted damage assessments, which were then relayed back to their local Emergency Operations Center (EOC), through the use of Amateur Radio Operators.

The drill was successful as all communications objectives were met. Information was received at the Danville EOC from throughout Danville and the entire San Ramon Valley.

Residents interested in learning more about CERT or attending a training session can visit www.firedepartment.org/CERT for more information.



Valley Youth Council Enhances School Clubs

The Valley Youth Council (VYC), supported by the Town of Danville, is made up of high school students striving to improve their community. In 2010/11, the VYC established a successful partnership with school clubs and the student leadership at Monte Vista and San Ramon Valley High Schools to co-sponsor events for students with diverse interests. At Monte Vista, the two events included *Heart for Humanity*, a concert featuring local teen performers to raise money for Habitat for Humanity and the Yule Ball, a dance event based on J.K. Rowling's *Harry Potter* book series.

At San Ramon Valley, the Council helped produce *CJ's Shadow Movie Night*, a film screening focusing on awareness of suicide and depression among teens. The Valley Youth Council is committed to supporting events produced by local high school students and anticipates expanding programs in the future.

Capital Projects



Top: Osage Station Park north parking lot renovation.

Above: Gazebo pathway construction at Hap Magee Ranch Park.

Right: Clydesdale median landscape renovation.



Camino Tassajara SAFETEA-LU paving project.



Woodbine pedestrian bridge.

Completed Projects

During the past fiscal year, the Town completed the following Capital Improvement Projects with a total value of \$7,313,178.



ROADWAYS:

Annual Slurry Seal	\$187,314
Annual Residential Street Resurfacing	\$1,878,864
El Pintado Road Pavement Repair	\$158,588
Clydesdale Median Renovation	\$18,128
Camino Tassajara/Crow Canyon SAFETEA-LU Street Resurfacing	\$3,891,720

BUILDINGS & FACILITIES:

Veterans Memorial Building Hazardous Building Materials Abatement	\$406,655
Town Offices Computer Data Room Upgrade	\$78,512

PARKS & TRAILS:

Railroad Plaza	\$241,891
Sports Courts Resurfacing	\$74,304
Hap Magee Ranch Park Gazebo Pathway	\$23,992
Woodbine Pedestrian Bridge	\$353,210



Osage Tennis Court resurfacing.



Railroad Plaza.

Osage Station
Park master plan
workshop.



The Community Hall
takes shape at the new
Veterans Memorial Building.

Grant Funding

The Town continues to realize significant success in securing grant funds from various sources. The funds are used for improvements at Town facilities, maintenance of the road network, and upgrades of parks and trails. The grants come from a variety of sources, and are awarded based upon advocacy efforts of our local Congressional representatives, competitive application processes, and per capita funding formulas. Current grant allocations include the following:

Projects	Funding Source	Grant Amount
Camino Tassajara/Crow Canyon SAFETEA-LU Improvements	Federal Highway Trust Fund (Gas Tax)	\$5,019,500
Veterans Memorial Building Renovation	EBRPD Measure VWW	\$1,897,500
Street Smarts Program	Safe Routes to School	\$290,000
Woodbine Pedestrian Bridge	Transportation Development Act	\$240,500
Furniture for Veterans Memorial Building	HUD	\$200,000
Cameras for Police Vehicles	SLESF Grant Program	\$115,000
Kitchen Equipment for Veterans Memorial Building	HEDCO Foundation	\$61,338
Trash Capture Devices for Downtown Storm Drain Inlets	Association of Bay Area Governments	\$34,943
Recycling Receptacles for Downtown	CalRecycle	\$11,340
Total		\$9,552,700

Veterans Memorial Building Renovation

On May 6, 2011, the public was offered a sneak peek at the renovation work that began in July 2010 at the historic Veterans Memorial Building in downtown Danville. Groups were led through the project site after the monthly *Morning with the Mayor* to see first-hand the progress that has been made on this \$8 million project. Those who attended the tour marveled at the thoughtful placement of rooms that center around a grand Community Hall and promenade that can accommodate up to 256 seated guests or be divided into three smaller rooms for more intimate gatherings. In addition, smaller classrooms and meeting spaces are available to users of the facility.

With the wall and roof framing complete, dozens of skilled craftsmen have been hard at work in recent weeks installing services and finishes that will make the building a state-of-the-art facility to be shared by veterans and the community through a unique partnership. The Veterans wing will include display cabinetry lining the walls of the entrance foyer to showcase the many artifacts, books, and publications that chronicle the sacrifice of our armed forces throughout history. The Seniors wing will have a reception area with information about the various programs offered through the Town.

Funding for this project has been made possible through the Town's Capital Improvement Program and with grants and donations from community members and organizations.

Community Development

Building Division

The Town's Building Division is responsible for providing customer-friendly plan checking, inspection, and permitting services to ensure that all construction activity throughout the community is built to endure and perform safely. This year marked the addition of two new codes in California. The *Residential Code* mandates that all new dwellings be fitted with fire sprinklers, while the *Green Building Standards Code* addresses the use of environmentally-friendly products and sustainable design practices.

In contrast to last year, permit activity increased in 2010/11:

- 2,001 permits issued (up 9% from 2009/10)
- Valuation of permitted improvements \$71,506,673 (up 24%)
- 7,512 inspections performed (up 16%)

Pavement Management

Each year the Town performs pavement maintenance on public streets. Streets are selected from the 154-mile network based on pavement condition, location, and the type of maintenance application. Software developed by the Metropolitan Transportation Commission is used to prioritize maintenance needs and to efficiently allocate funds. Pedestrian curb ramps, sidewalks, and road signs are also upgraded as part of this ongoing maintenance effort.

In 2010/11, the Town completed the following projects which were funded by federal grants, except as noted:

- \$6,100,000 spent on pavement maintenance (\$1,900,000 local funds)
- 4.8 miles of residential streets were rehabilitated (local funds)
- 5.3 miles of arterial streets were overlaid
- 92 curb ramps were upgraded
- 4,800 lineal feet of sidewalk was rehabilitated
- 103 road signs were installed or replaced



Historic designs, clockwise from top left:

Construction has started on restoration of the

James Root House at 90 Railroad Avenue, originally built in the late 1800s.

A new 3,144 sq. ft. commercial space will be built in the rear.

Redevelopment of the Danville Hotel and McCauley House was recently approved to include new retail and restaurant buildings facing Prospect and Railroad Avenues, and a new inner walking plaza. A ground-level parking structure will support up to 18 residential units above.

The historic craftsman bungalow (circa 1925–1932), built by Austin Root and Steve Johnson at 160 East Prospect Avenue will be moved forward onto a new foundation and rehabilitated. A second story and basement will be added, as well as three new residential units in the rear.

Planning Division

The Town's Planning Division provides current and advance planning services to residents, business owners, and the development community to ensure consistency with the General Plan, Zoning Ordinance, and design guidelines. Applications for a variety of residential and commercial projects are categorized as either *administrative* that are handled at the staff level or *complex* which necessitate a detailed environmental review and public hearings before appropriate commissions, committees, boards, and/or the Town Council. The Division also provides responsive Code Enforcement to maintain and promote a high quality of life for Danville's residents.

The number of applications processed this year was generally down as compared to last year, which is consistent with the state and national housing market trends. The following statistics provide some perspective:

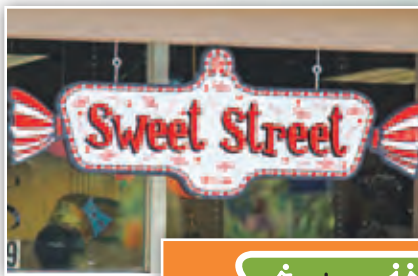
- | | |
|--|------------------------------------|
| • 23 Development Plans (down 38% from 2009/10) | • 32 Sign Reviews (up 14%) |
| • 51 Land Use Permits (down 16%) | • 35 Tree Removal Permits (up 40%) |
| • 3 Subdivisions (down 57%) | • 22 Variances (up 47%) |
| • 2 PUD Rezones | • 167 Code Enforcement Actions |

Economic Development

Retail Incentives Program

Since adopting its Retail Retention and Promotion Incentive Program in 2010, the Town of Danville has awarded over \$300,000 in grants to the local business community with an eye towards providing help and guidance during the current economic downturn.

The program has enabled small Danville businesses to make investments that ensure their competitiveness in the regional marketplace. To date, the Town has awarded 42 retail marketing and promotion grants; 31 retail façade improvement and fee waiver grants; six cooperative advertising grants for retail center; and two retail marketing workshops.



Above: Retail Incentives Program, Sweet Street signage.



Right: Share our Streets campaign.

Business Resource Guide

Consistent with the goal of promoting and encouraging a vibrant and healthy local economy, the Town provides a complimentary Business Resource Guide, a customizable informational resource booklet for new and existing businesses. A Business Resource Guide can be assembled for any business by contacting the Business Concierge.

Traffic Safety: Share Our Streets

As a means of promoting awareness among the various groups who use Danville's roadways, the Town unveiled the "Share Our Streets" campaign on June 21, 2011. The program was developed to help reduce the potential for collisions during the summer, a time when outdoor recreational activity—from running to cycling—is more prevalent. Statistics have shown that, of the vehicle/bicycle collisions reported, the fault is almost equally split between cyclists and drivers, demonstrating the need for those groups to be aware and conscious of each other on the roads.

A joint effort between the Town's Transportation and Police Departments, "Share Our Streets" was implemented in three phases: education, warning, and enforcement.

Downtown Walking & Parking Maps

Two of the things that attract people to Danville's downtown are its ease of access and ample free parking. To help promote these characteristics, Danville has created an updated Downtown Walking Map, Historic Walking Map, and Public Parking Map as part of its regional tourism efforts.

Residents interested in these maps can find them at the Danville Town Offices, Danville Community Center, Danville Library, Danville Area Chamber of Commerce and downloadable from www.ShopDanvilleFirst.com.



i-GATE: A Regional Public-Private Partnership

Designated by the Governor's Office of Economic Development in 2010 as one of six inaugural "innovation hubs," the i-GATE program is intended to accelerate investment and economic development around research centers. Specific to the Tri-Valley, an objective of i-GATE is to spur innovation and entrepreneurial opportunities in green transportation and clean energy technology. The i-GATE innovation hub consists of three programs:

- **i-GATE NEST Incubator** provides support services and resources to young companies with the goal of developing them into financially viable businesses.
- **i-GATE Academic Alliance** is an effort which seeks to bring research and academic institutions to the Tri-Valley.
- **i-GATE Development Corp** is a 501(c)(3) non-profit with the mission of facilitating the construction and use of research and academic facilities in association with the iGATE innovation hub initiative.

The Town of Danville is one of 36 partners in the program and sits on the i-GATE Innovation Hub Mayoral Advisory Committee.

Development Projects

The opening of the Walgreens and Fresh & Easy stores has been a welcome addition to the Green Valley Shopping Center at Diablo Road and I-680.

Residents interested in ongoing development in Danville have a new online tool to providing information on these projects. Under 'Development Applications' on the Town's website, www.danville.ca.gov, residents can go to specific pages for ongoing major projects. Features include project documents, FAQs and updates.



Looking Ahead

Financial Outlook

Danville's Operating Budget and Capital Improvement Plan (CIP) for fiscal year 2011/12 were adopted by the Town Council on June 21, 2011 following four public study sessions in May. The Budget includes all services and programs offered by the Town and Community Development Agency (CDA) based upon priorities established by the Town Council. The CIP includes projects and funding required to plan and construct high priority facilities and infrastructure.

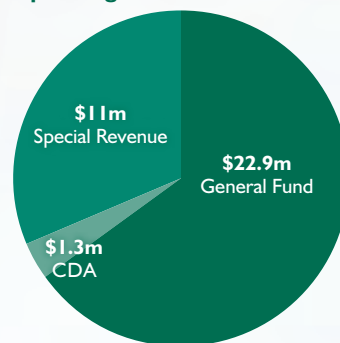
Total expenditures amount to \$35,204,828, including operating expenditures of \$26,761,060 for the Town, \$1,156,254 for the CDA, and Capital appropriations of \$7,287,514. Expenditures will be funded 65% by the General Fund (unrestricted use), 31% by Special Revenues (restricted use) and 4% by the Community Development Agency (restricted use).

Major service programs include Police Services, Maintenance Services, Development and Transportation Services, and Recreation Services.

Danville largely funds its capital projects on a pay-as-you-go (cash) basis and plans and funds large projects over several years. Forty capital projects received a total of \$7,287,514 in funding, including \$2 million for pavement management, \$1.4 million for sound walls and retaining walls, \$1.4 million to rehabilitate El Cerro Blvd. and a \$500,000 contribution to the new swimming pool at SRVHS.

The summary and complete budget can be found at www.danville.ca.gov.

**Types of Funds
Operating and CIP: \$35.2 million**



Senior Programs Will Move to New Veterans Memorial Building in 2012

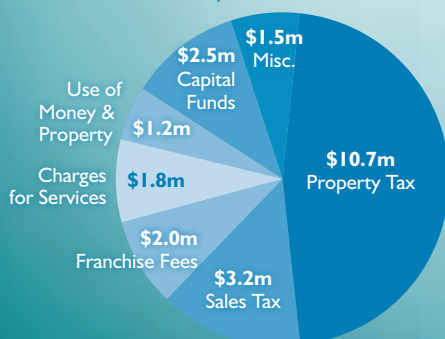
In anticipation of the opportunity for expansion of senior services, the Town surveyed over 6,000 senior citizens on the issues of senior programming. Information gathered from the survey will guide this expansion and assist staff members in meeting the emerging needs of this demographic. Visit www.danville.ca.gov, 'Recreation' and 'Seniors,' for more information on the survey results.

In-Car Cameras

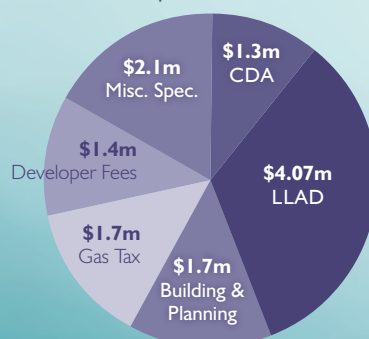
In 2011, the Danville Police Department began trials of new in-car cameras as a means of improving the safety of officers and reducing liability-related complaints. In-car cameras have been in use over the past decade and record video and audio of all police contacts.

Following the trial period, the Town Council approved the purchase of 15 cameras for police vehicles. The cost of the cameras, installation and maintenance is \$132,000, to be paid through a grant from the Supplemental Law Enforcement Services Fund.

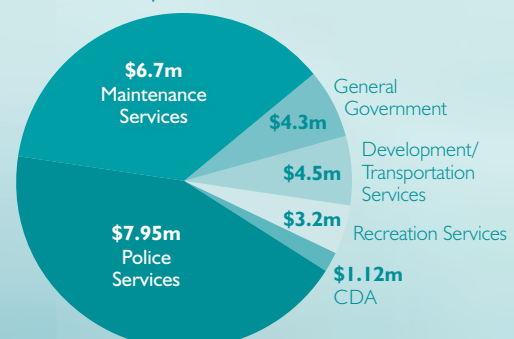
**General Fund Revenue Sources
\$22.9 million**



**Special Revenue Sources
\$11 million**



**Operating Expenditures
Total: \$27.9 million**



Regional Efforts Promote Danville Interests

In addition to serving the community through locally provided services and programs, Town Councilmembers and Town staff serve on the following regional boards and committees:

East Bay Regional Communications System Authority (EBRCSA)—36 agencies in Contra Costa and Alameda Counties formed to develop an interagency radio communications system for police and fire providers.

Economic Development—promoting Danville as a business, shopping and dining destination including committees of the East Bay Economic Development Alliance, i-GATE Innovation Hub Mayoral Advisory Committee, Small Business Development Council, and efforts of the Tri-Valley Business Council.

Contra Costa Cleanwater Program—responds to state and federal legislation requiring municipalities to eliminate or reduce polluted stormwater and urban runoff.

Central Contra Costa Solid Waste Authority (CCCSWA)—maximizes the purchasing power of 5 cities and the County to provide solid waste and recycling services.

Contra Costa Transportation Authority (CCTA) and Southwest Area Transportation Committee (SWAT)—responsible for implementing the list of transportation projects and programs approved by Contra Costa voters.

Central Contra Costa Transit Authority (CCCTA) also known as County Connection—provides fixed-route and paratransit bus service throughout Central Contra Costa County.

League of California Cities (the League)—association of city officials who advocate for California municipalities, champion California's Redevelopment Agencies, and work to protect local funds.

Measure J Traffic Congestion Relief Agency (dba TRAFFIX)—operates a student transportation program in the San Ramon Valley designed to alleviate school-related traffic congestion.

Tri-Valley Transportation Council (TVTC)—reviews and coordinates the planning and construction of transportation facilities in the Tri-Valley.

Tri-Valley Convention & Visitors Bureau (Tri-Valley CVB)—promotes regional tourism to the Tri-Valley.

Tri-Valley Tourism Business Improvement District (TBID)—provides funding for CVB's marketing and promotion efforts.

San Ramon Valley Citizens Corp Council—coordinates disaster preparedness planning and readiness through training of professional and volunteer resources.

Town Contributes to Replacement of Local Swimming Pool

The San Ramon Valley Unified School District is building a new 35-meter swimming pool to replace the aging one at San Ramon Valley High School. The anticipated total cost is \$3 million. The Town has committed to contribute \$500,000 to the project which will allow expanded use for community swim programs and should be operational by fall 2012.

Danville 2030 General Plan Update

Preparation of the Town's 2030 General Plan is currently underway and will serve as the "blueprint" for development of the Town over the next 20 years and address some important issues facing the Town. Disaster preparedness, sustainability, and the need to provide affordable housing according to State mandates are new themes.

A series of joint study sessions involving the Town Council, Planning Commission, and members of the community has taken place. A draft 2030 Plan is now available for public review on the Town's website. An Environmental Impact Report (EIR) is also being prepared, which will assess the potential impacts on roads, services, air and water quality, and other environmental factors from growth envisioned by the 2030 Plan.

The final 2030 Plan will include many updated and refined policies and implementation measures to assure Danville's charm and character are maintained. At the same time, opportunity sites will be identified to accommodate Danville's share of regional housing and employment needs. Much of the anticipated housing and job growth will be focused in and around the Downtown Area, where designation of a Priority Development Area (PDA) is proposed.

To receive notices about upcoming meetings involving the 2030 General Plan, subscribe to e-News Updates on the Town's website at www.danville.ca.gov.

Taking an Active Role in Shaping the Future of the Tassajara Valley

With an eye toward preserving the character of Danville, and maintaining an agricultural transition from the Town's eastern border, the Town of Danville is examining the possibility of expanding Danville's Sphere of Influence (SOI) to include the northern end of the Tassajara Valley. Inclusion of a portion of the Tassajara Valley into its SOI would give the Town greater voice in future land use decisions affecting this area in an effort to minimize impacts upon Town residents.

At the same time, the Town is also looking at the possible annexation of newly constructed neighborhoods currently located outside of the Town limits. Annexation of these inhabited lands, located generally east of Diablo Vista Middle School, would allow the Town to receive a share of property taxes and other revenues generated in these areas to help support and maintain public services and facilities, such as police, parks and roads, which are utilized by those residents living outside of the Town.

Town representatives are meeting with each of the neighborhoods located in the unincorporated areas to the east of Danville regarding these potential changes.



Diablo Vista Park's snake is a popular East Danville attraction.



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Newell Arnerich
Mike Doyle
Karen Stepper
Robert Storer

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Celeste Evans
Madeline Gillette
Tricia Grame
Rosemarie Hyatt
Jo Loecher
J.P. McDermott
Tara Power
Susan Ritner

Poet Laureate

Nancy Frazee

Heritage Resource Commission

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Lee Halverson
Doug McQuillan
Renee Morgan
James Powers
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Planning Commission

Bonnie Antoun
Tiffany Attwood
Kerri Bock-Willmes
Robert Combs
G. Mark Graham
Renee Morgan
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Paul Radich

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Kevin Donovan
Peggy Hiramine
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Stewart Proctor
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Marc Silveira
Jim Wood

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Town Manager

Marcia Somers
Assistant Town Manager

Robert Ewing
City Attorney

Marie Sunseri
City Clerk

Steve Simpkins
Police Chief

Elizabeth Hudson
Finance Director/Treasurer

Steven Lake
Development Services Director

Tai J. Williams
Transportation Director

